

## **Community Liaison**

### **Department**

Administration

### **Immediate Supervisor**

David Stricklin

### **Job Summary**

The Community Liaison is responsible for coordinating outreach efforts focused on the African-American community and connecting them to CALS programs and services. The Community Liaison is also responsible for identifying ways in which CALS can best meet the needs of African-American communities to advance CALS mission.

### **Essential Duties and Responsibilities**

- Develop and manage relationships in the African-American communities
- Visit African-American groups within the community and regularly attend meetings of significant groups, providing information on library and education on library services
- Coordinate with the Collection Development department to evaluate existing collections based on relevance and community interests, decommissioning materials on a regular basis
- Document, and recommends responses and action plans as a result of interacting with various individuals and organizations to meet CALS's goals and objectives
- Develops, plans, and/or coordinates various system-wide activities in conjunction with other departments for the purpose of enhancing African-American community relationships, improving customer services/programs, and promoting a positive image
- Serves on relevant committees and represents CALS at community events, board meetings, etc., for the purpose of developing relationships
- Speaks and/or instructs in front of outreach audiences of all ages to promote library use in the community
- Maintains statistical documentation of programs, partnerships, and resources developed for future community assessment and connection
- Other duties as assigned

### **Qualifications and Requirements**

- 5 Years professional experience in a marketing or public relations role or related field
- Ability to represent the library, work effectively, and build trusted relationships with support groups such as the Friends of the Library and the CALS Board
- Capable of analyzing community needs and recommending specific plans for modifying or extending library services
- Positive, team-oriented, collaborative, and facilitative whether working with executive leadership, peer group, or with community library staff
- Able to identify, address, and solve problems with resilience, professionalism and a sense of humor

- Proactive in taking initiative to enhance programming and services
- Ability to communicate effectively in oral and written form
- Knowledge of the principles and practices of public relations and communications programs
- Ability to maintain complete and accurate records and statistics to develop meaningful reports
- Ability to maintain effective working relationships as necessitated by work assignments
- Willingness to work with a flexible schedule to include evenings and some weekends

#### **Other Requirements**

Must have reliable transportation to get to and from meetings/events